

**RESOLUTION No. 18-03**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE JOB DESCRIPTION, APPLICABLE SALARY SCALE AND APPLICABLE PERFORMANCE MEASURES AND METRICS FOR THE CREATION OF A NEW FULL TIME POSITION; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the current classification and compensation plan did not contemplate the creation of the “Community Relations Coordinator”; (“the Position”); and

**WHEREAS**, the Communications and Protocol Manager has expressed the need to have a position within the division that will coordinate and execute high level events for the City, manage the use of City facilities for events and meetings, develop and implement protocols, and serve as the community relations liaison; and

**WHEREAS**, Section 2-7 of the City Code of Ordinance requires, in part, that “the creation of new full time employment positions” be approved by the Mayor and City Council, along with “[a] complete description of the duties and responsibilities of the position created or modified; [t]he applicable salary scale and other monetary and non-monetary benefits attached to the position created or modified; and [t]he applicable performance measures and metrics to be utilized in assessing the performance of individuals that will be hired to fill the position created or modified”; and

**WHEREAS**, this request will reduce the department's personnel head count and will provide salary savings in the divisions current fiscal year 2017-18 personnel budget;

**WHEREAS**, Staff has recommended approval of the job descriptions, salary scales, and performance measures and metrics, associated with the Position, as provided in the January 10<sup>th</sup>, 2018 Memorandum from the Human Resources Department, which

is attached hereto as Exhibit "A" and incorporated herein and made a part hereof by this reference; and

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals.** The above recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

**Section 2. Approval.** The job description, salary scale, and performance measures and metrics associated with the "Community Relations Coordinator" as identified in Exhibit "A" are hereby approved.

**Section 3. Implementation.** The City Manager and the City Attorney are hereby authorized to take such other action as is necessary to implement the provisions of this Resolution.

**Section 4. Effective Date.** This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution was offered by Vice Mayor Rodriguez who moved its adoption.

The motion was seconded by Councilmember Mariaca and upon being put to a vote, the

vote was as follows:

|                                |                |
|--------------------------------|----------------|
| Mayor Juan Carlos Bermudez     | Yes            |
| Vice Mayor Ana Maria Rodriguez | Yes            |
| Councilman Pete Cabrera        | Absent/Excused |
| Councilwoman Christi Fraga     | Yes            |
| Councilwoman Claudia Mariaca   | Yes            |

PASSED AND ADOPTED this 10 day of January, 2018.

  
\_\_\_\_\_  
JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:

  
\_\_\_\_\_  
CONNIE DIAZ, CMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

  
\_\_\_\_\_  
WEISS, SEROTA, HELFMAN, COLE & BIERMAN, P.L.  
CITY ATTORNEY

# EXHIBIT “A”



## Memorandum

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Date: January 10<sup>th</sup>, 2018

To: The Honorable Mayor and Members of the City Council

Via: Edward A. Rojas, City Manager 

From: Francisco Rios, Human Resources Director

Subject: Establishment of New Position, Public Affairs

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### Background

In September 2017, the City Manager requested that the Human Resources Department perform a classification study for the possible creation or reclassification of a position within the Public Affairs Division. At that time, the City Manager and Acting Division Manager believed that the level and scope of work, duties and responsibilities and expectations of the position of Special Event Coordinator had increased over time due to the nature of the complex and fast-paced impact work required of the Public Affairs Office.

The City retained Evergreen Solutions, LLC, a well-known municipal classification and compensation company that worked with the City to create the current classification and compensation plan, to perform the classification study. The process involved several steps that included requiring the incumbent to complete a detailed Job Assessment questionnaire, having Acting Division Manager provide feedback regarding current and future expectations of the position, and review of job descriptions and class specifications of comparable positions in neighboring cities.

The study was started in September and completed in December 2017. The findings concluded that the duties and responsibilities of the Special Event Coordinator had evolved to a higher level, and that the new functions that will be required of the position will place it at a higher level and not commensurate with the current job title and classification. The consultant recommended that the position be reclassified to Community Relations Coordinator with a pay grade of 116. The salary range associated with this grade is \$59,535.70 to \$95,257.12.

Based on the recommendation of our pay and class consultant it is staff's recommendation to eliminate the vacant position of Public Relations Coordinator and reclassify the Special Events Coordinator position to the recommended Community Relations Coordinator position. This action will provide for salary and benefit savings of approximately \$56,484.75 and a reduction of head count within the Public Affairs Division.

### Approval of New Full Time Employment Positions

Pursuant to section 2-7 of the City Code Ordinances, approval of the city council shall be required for the creation of new full time employment positions with city. The request for approval for new positions with the city must include:

- (1) A complete description of the duties and responsibilities of the position created or modified;
- (2) The applicable salary scale and other monetary and non-monetary benefits attached to the position created or modified; and
- (3) The applicable performance measures and metrics to be utilized in assessing the performance of individuals that will be hired to fill the position created or modified.

The information required for approval of this position can be found in this memorandum and attachments.

General Statement for New Position (Job Description Attached):

*Community Relations Coordinator:* Coordinating and executing high-level events for city presentations, official ceremonies, diplomatic visits, receptions, meetings, summits, workshops, foreign and domestic delegations, luncheons and any other community related event as directed by Communications & Protocol Manager. Responsible for the management and approval of use of the spaces for events and meetings at the 62,000-square foot Government Center building through the Doral Government Center Calendar. Employee in this position acts in capacity of Communications & Protocol Manager in his/her absence.

Evaluation Metrics & Competencies:

All positions in the City of Doral are evaluated using the Performance Evaluation Metrics & Competencies listed below:

1. **Skill level and Job Knowledge:** Skills and knowledge demonstrated in the position and his/her understanding of all phases of the job.
2. **Quality of Work:** Accuracy, completeness and thoroughness of work performed. This includes attention to details and verifying work for adherence to standards.
3. **Quantity of Work:** The amount of work produced and completed successfully. This also includes flexibility in accommodating work interruptions and changes in priorities
4. **Initiative and Interpersonal Development:** Employee's initiative and resourcefulness in accomplishing work beyond his/her assigned duties. The desire to broaden his/her knowledge base to enhance his/her skills.
5. **Dependability:** Compliance to policies and procedures regarding absenteeism and tardiness.
6. **Planning and Organizing Skills:** Ability to analyze problems and prioritize assignments. Keeping work area in order.
7. **Communications Skills/Job Courtesy and Behavior:** Effectiveness of written and oral communication skills with co-workers and/or customers in the performance of duties. The employee's personal courtesy, disposition and general outlook towards job requirements, job assignments, other employees and the public.
8. **Judgment and Problem Solving:** Recognizing a problem, determining options to correct the problem and making a decision.

Each position is evaluated using the following evaluation scale:

| Scale             | Description   |
|-------------------|---|
| 4 = Exceptional   | Performance far exceeds job requirements by instituting change in policy or program |
| 3 = Above Average | Performance exceeds job requirements  |
| 2 = Average       | Performance met job requirements  |
| 1 = Below Average | Some job requirements may be met but performance needs improvement                  |

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|                         |   |
|-------------------------|---|
| <b>0 = Unacceptable</b> | Performance is consistently below acceptable standards. Immediate and substantial improvement is required. Performance continued at this level is grounds for dismissal |
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**Recommendation:**

Staff has recommended the Mayor and City Council approve the new position with the corresponding job description, metrics, and applicable pay range.

Based on the recommendation of our pay and class consultant, staff has recommended that the Mayor and City Council approve the elimination of the vacant Public Relations Coordinator position and the reclassification of the Special Events Coordinator position to the Community Relations Coordinator classification. This action will provide for salary and benefit savings of approximately \$56,484.75 and a reduction of head count within the Public Affairs Division.



## City of Doral, FL Classification Description

Classification Title: Community Relations & Protocol Coordinator

Department: Division of Public Affairs

Pay Grade: 116

FLSA Status: Exempt

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### GENERAL STATEMENT OF JOB

Coordinating and executing high-level events for city presentations, official ceremonies, diplomatic visits, receptions, meetings, summits, workshops, foreign and domestic delegations, luncheons and any other community related event as directed by Communications & Protocol Manager. Responsible for the management and approval of use of the spaces for events and meetings at the 62,000-square foot Government Center building through the Doral Government Center Calendar.

### SPECIFIC DUTIES AND RESPONSIBILITIES

#### Essential Functions:

- Manage rules and processes of official/diplomatic protocol for city ceremonial presentations and events to ensure the use of emblems such as flags and anthems are accurate, correct forms of address are used, tables of precedence, state ceremonies, guidelines for hospitality, seating-plans, gifts and dress codes are followed.
- Prepare security measures with City Police and meet with advance teams prior to high-level government visits. Provide route and parking site map.
- Manage and develop protocol guidelines and execute all aspects of preparing Mayor and Council for distinguished City events. Manage customs and rules of politeness and courtesy established between Doral Government Officials and their distinguish guests. Plan, and coordinate high-level meetings/events for foreign and domestic visits/functions. Receive, accompany and see off official delegations and government guests.
- Manage sponsorship activities with regard to events. Sponsor prospecting, proposal customization and presentation, sponsor follow-up and support
- Coordinate city events pertaining to Mayor and Council as well as administration initiatives. Such as: sister cities ceremonies, cultural international exchange events, receptions for Head of State/Head of Government, proclamation and/or awards for presentation at City Commission meetings and/or City sponsored functions and events. Assist in drawing up programs, timeline, staging, and site maps for city events and initiatives. Official greeter/host/Master of Ceremony.
- Assist in writing/drafting City proclamations, preparing for presentation of keys.
- As part of economic development and community relations, responsible to attract motion media production including movies, television, and commercials to the City of Doral and offer support to film location scouts.
- Direct and approve film permits on behalf of the City. Coordinate with City departments to ensure film productions adheres to permit conditions and compliance.
- Community relations liaison on behalf of the City, representing the Administration and elected

officials as needed at various meetings and functions. Establish and maintain friendly contacts with businesses and government officials on behalf of the City with a focus on community outreach.

- Acts in capacity of Communications & Protocol Manager in his/her absence.
- Coordinate the use of the 62,000 SF Government facility (Council Chambers, two large conference rooms, 3 multipurpose rooms, lobby) for all events and meetings, room reservation, room bookings. Oversee event staff to properly setup event logistics.
- Develop and implement community relations and protocol policies, strategy goals, objectives and programs.
- Produce and write scripts for Doral television as well as service as on-air talent, reporter, and broadcaster for Doral TV.

**Additional Duties:**

- Performs other related work as required.

**MINIMUM EDUCATION AND TRAINING**

- Bachelor's degree in Communication, Public Relations, Marketing, or related field supplemented by two (2) years of related experience.
- Accredited Member of the Protocol Officers Association (PDI-POA) International Association of Protocol is highly preferred.
- Valid Florida Driver's License.

**MINIMUM QUALIFICATIONS AND STANDARDS REQUIRED**

**Knowledge, Skills and Abilities:**

- Knowledge of event planning and coordination.
- Ability to attain and coordinate with event sponsors.
- Ability to produce formal written deliverables such as City proclamations.
- Ability to coordinate, manage, and delegate work to additional team members as needed.
- Must be a non-smoker.
- The minimum requirements may be waived by the City Manager.

**Physical Requirements:**

- Ability to receive detailed information through oral communication; make rational decisions; express ideas through speaking accurately/quickly/loudly; stand for sustained periods of time; use visual acuity to perform activities such as viewing a computer terminal.